



TO: Plumas County Board of Supervisors and Plumas County Tax Collector

DATE: April 10, 2020

RE: Covid-19, Tourism Economy, Expediting Economic Assistance Initiatives

FROM: Board of Directors, Lake Almanor Area Chamber of Commerce

The Board of Directors of the Lake Almanor Area Chamber of Commerce, on behalf of the businesses of the Lake Almanor Area, urge you to take all appropriate action to expedite the Petition Process to form a Tourism Investment District (TID) within our County. This process was initiated by the Lodging Providers of Quincy, Feather River Canyon, Indian Valley and Lake Almanor via the Feather River Tourism Association and has been "in process" for over 5 years.

The process to form a TID was stalled for some time by internal issues within the County. It has been stalled again by the reassignment of priorities of the County Tax Collectors Office during the Covid-19 crisis.

Though we understand the need for County Offices and Departments to re-assign priorities in order to keep vital County services operational, we urge you to view this initiative as a priority as well. With the funding of a TID and the work of a destination marketing association such as the Feather River Tourism Association and its affiliates, we will be poised to pull our main economic generator, tourism, out of the malaise created by this pandemic, once it has passed.

In short, now more than ever, we need this initiative to progress in a timely manner. You, as supervisors and our Tax Collector are working to keep County services open and functioning well during this crisis. We as leaders of our community are working toward keeping our economy and businesses functioning so that you will have a constituency to serve.

Respectfully,

Susan Bryner
Susan Bryner, President

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Dawn Grey, Director

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Jerri Nielsen, Secretary

Erica Sherod
Erica Sherod, Director

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